

R.E.P HEADLINE# 6301220
***** UNAPPROVED REV #1 ****

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

CREDIT RISK ! ! !
HARRIS REPORT FROM REP
CHANGES
FAX# 703-516-9680
AUG 31 / 12 14 : 11
*** WESB-TRY ***

ADV #	ADV .	NAME	POLI/L MCMAHON/R/SEN/CT	REP . #	OFF . #	SALESMAN #
AGY #	AGY .	NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ANNE BRAUNSHEIDEL	
			600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA-	HEATHER UTTLEY (H)
				TOWSON MD	21286	

ORDER #	PRDCT	CONTRACT #	CLASS: NATL.	REGIONAL
LINDA MCMAHON 4 SENA	EST# 1295	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES SEP4/12	SEP10/12	WK-1		

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE 11/21/12 2012

REVISED ORDER
SERIALIZED LN 8
INDEXED LN 30

STL SAME

CLASS CEN

REFERENCES

CON CM TIDB#1021 TV INVOICE#9912736
LAWANS, MIKE FOR HEATHER

HINDA MCCMAHON

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REP HEADLINE# 6301220 * * *
UNAPPROVED REV #1 *

REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP * * * CHANGES** * * * AUG31/12 14.11 * * * WFSB-TV * * *

MARKET TOTALS \$147,250 WFSB 40% WTNH 18% WVIT 25% WTIC 13% WCTX 2% WCCT 0.8% WHBPX 0%

SVC - NST

MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID	PGM	R-RATE	S~SPOTS	PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLY

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
491773 /	06301220
Product	
LINDA MCMAHDN 4 SENA	
Contract Dates	Estimate #
09/04/12 - 09/10/12	1295
Advertiser	Original Date / Revision
McMahon for Senate	08/31/12 / 08/31/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
WFSB	Heather Uttley
Sales Office	
Special Handling	
Demographic	
Adults 35+	
IDB#	Advertiser Code
1021	
Product Code	
Agency Ref	Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Spots	
										Type	Spots
1	WFSB	09/04/12	09/04/12	Eyewitness News	6am - 6:30am		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-1-----						\$950.00		
2	WFSB	09/07/12	09/07/12	Eyewitness News	6am - 6:30am		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-----1--						\$400.00		
3	WFSB	09/05/12	09/06/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	--WT---						\$600.00		
4	WFSB	09/07/12	09/07/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-----1--						\$250.00		
5	WFSB	09/04/12	09/06/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-T-T---						\$950.00		
6	WFSB	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-T-T---						\$1,500.00		
7	WFSB	09/04/12	09/04/12	Eyewitness News	5:30pm - 6pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	-1-----						\$1,500.00		
N 8	WFSB	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	----1--						\$500.00		
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type	
1	WFSB	09/03/12-09/09/12		Eyewitness News	5:30pm - 6pm	-----F---	:30		\$500.00	NM	
				See MG 8.2							
2	WFSB	09/08/12-09/08/12		US Open Tennis	VARIOUS	-----Sa--	:30		\$500.00	NM	
⑬	MG for 8.1 09/07										
9	WFSB	09/06/12	09/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	09/03/12	09/09/12	---1---						\$2,100.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
491773 /	06301220

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	LINDA MCMAHON 4 SE	1295

Advertiser	Original Date / Revision
McMahon for Senate	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Amount	
10	WFSB	09/04/12	09/06/12	Inside Edition	7pm - 7:30pm		:30			NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-T-T---					2	\$1,200.00				
11	WFSB	09/07/12	09/07/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----1--					1	\$425.00				
12	WFSB	09/04/12	09/04/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----					1	\$700.00				
13	WFSB	09/07/12	09/07/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----1--					1	\$250.00				
14	WFSB	09/04/12	09/04/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----					1	\$1,200.00				
15	WFSB	09/07/12	09/07/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----1--					1	\$500.00				
16	WFSB	09/04/12	09/04/12	NCIS	8pm-9pm		:30			NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----					1	\$7,500.00				
17	WFSB	09/04/12	09/04/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----					1	\$7,000.00				
18	WFSB	09/05/12	09/05/12	National Convention	10pm-11pm		:30			NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	--1----					1	\$4,500.00				
19	WFSB	09/06/12	09/06/12	Big Bang/Rules	8pm - 9pm		:30			NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1---					1	\$7,500.00				
20	WFSB	09/09/12	09/09/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-----1					1	\$6,500.00				
21	WFSB	09/10/12	09/10/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/10/12	09/16/12	1-----					1	\$400.00				
22	WFSB	09/10/12	09/10/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/10/12	09/16/12	1-----					1	\$950.00				
23	WFSB	09/10/12	09/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$575.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/10/12	09/16/12	1-----					1	\$575.00				
24	WFSB	09/10/12	09/10/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/10/12	09/16/12	1-----					1	\$1,500.00				
25	WFSB	09/10/12	09/10/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/10/12	09/16/12	1-----					1	\$2,100.00				
26	WFSB	09/10/12	09/10/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 491773 /		Alt Order # 06301220
Contract Dates 09/04/12 - 09/10/12	Product LINDA MCMAHON 4 SE	Estimate # 1295
Advertiser McMahon for Senate	Original Date / Revision 08/31/12 / 08/31/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
		Week: 09/10/12	09/16/12	1-----				1	\$500.00			
27	WFSB	09/10/12	09/10/12	Eyewitness News		5:30a - 6am	:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
		Week: 09/10/12	09/16/12	1-----				1	\$600.00			
28	WFSB	09/10/12	09/10/12	Eyewitness News		11PM - 11:35PM	:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
		Week: 09/10/12	09/16/12	1-----				1	\$500.00			
29	WFSB	09/10/12	09/10/12	HIMYM/2 Broke Girls		8pm - 9pm	:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
		Week: 09/10/12	09/16/12	1-----				1	\$1,500.00			

Totals 33 \$58,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	33	\$58,900.00	\$50,065.00
Totals	33	\$58,900.00	\$50,065.00

Signature: _____ Date: _____

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